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CASE STUDY

Metro Shoes │ METRO

METRO | Metro Shoes

Metro Shoes is the largest fashion footwear retailer in India, with a countrywide network across 300+ prime locations, offering a mix of Indian and international designs. The first Metro Shoes store opened in Colaba, Mumbai in 1947. Metro Shoes is also the first footwear company in India to have successfully started and implemented the e-commerce model. Metro Shoes conducts its operations through company managed stores and is a one-stop destination for footwear needs across all age-groups. The company operates as a MBO across Tier I, II and III markets with stringent and highest regards for quality, workmanship and employee relations. A superb amalgamation of modern styling and rich Indian heritage, Metro Shoes provides a one stop destination for all footwear needs and its products are a must have accessory in the wardrobe of every fashion aficionado. Very recently Metro Shoes has launched an Exclusive Brand Store of "Crocs" as a franchise in Lucknow.

Metro Shoes has got three concepts: Metro Mochi and MSL

Metro Shoes represents the following brands:

ETP V5 Omni-channel Retail Solutions at Metro Shoes include ETP Store, ETP Accelerator, ETP Supply Chain, ETP Reporter and ETP Integrator. The implementation seamlessly integrates retail processes of metro shoes including showroom sales, pricing, stock management, loyalty management, campaign and promotions management, repairs process, customer profiling and CRM and cash management to name a few with their legacy ERP.

Customer Facts	Key Store Statistics
Number of stores: 425+ stores	Store size: Varied
Business segments: Footwear	SKU's (average): 20,000+ units
Retail formats: Multi brand outlets, Franchisee Owned Company Operated (FOCO), Large Format Store (LFS)	No. of sales tickets (average): 390,000 per month
Locations: India	

ETP V5 Solution

ETP V5 Omni-channel Retail Solutions implemented at Metro
include ETP Store, ETP Accelerator, ETP Supply Chain, ETP Reporter and ETP Integrator

Business Needs:

- Inventory visibility across the supply chain
- Scalability of different concepts and number of stores
- User-friendly POS for faster customer service with an integrated CRM system
- Establish the foundation for disciplined merchandise planning across all the categories and channel of sales
- Reduce cut-size of footwear at stores and increase the fill rate with faster inventory turns
- Managing shop-in-shops inventory for the brand to ensure accurate replenishment

Project Objective:

- Superior customer experience and faster checkouts
- Ease in opening new stores
- Consistent sales data availability at HO on regular basis
- Centralized control of schemes and promotions
- Faster time to market
- Clear visibility on inventory movements and stock reconciliation
- Accurate cash management at the stores
- Recognition of loyal customers and customer profiling
- Better inventory turnover ratio and store fill rates

Business Benefits:

- Stock management and output as per style items matrix
- Complete inventory visibility and control with seamless data integration
- Capturing of reasons for every stock movement to analyse and provide for faster inventory turns
- Manage promotions, gift voucher, sales return and credit notes to provide high level of customer service across all the stores
- Manage EOSS (end of season sale) efficiently; implement promotions quickly to complement merchandise planning
- Display of line level and header level discount during billing, educating sales staff to promote sales
- Handle complex local tax structure across all locations using charge model functionality of ETP and track accurate cost and margins across locations
- Manage third party brands. Handle direct delivery to stores and seamless integration with vendors for timely replenishment
- Manage customer service levels with regards to after sales service for repairs at store level
- Ecommerce sales tracking and delivery from store
- Multiple bill payment modes and integrated after-sale service process
- Banking transaction and cash management using ETP to ensure tight control over the collections at each store location

Every year, 70,000 retail associates use ETP to serve 200,000,000 consumers, selling USD 18,000,000,000 of merchandise. More than 300 brands in over 22 countries, across 10 time-zones, in 200+ cities, at 35,000+ stores, run on ETP.

Singapore   Mumbai, Bengaluru, Delhi   Dubai

H.O. Singapore   India   Middle East

We are present in: Bandung, Bangkok, Bengaluru, Delhi, Dubai, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Singapore

Founded in 1988, ETP is Asia's leading Omni-channel Retail Solutions company headquartered in Singapore, serving market leaders in more than 22 countries across Asia Pacific, India and the Middle East. ETP's enterprise class, omni-channel solutions include omni-channel POS, Mobility, CRM, Marketing and Promotion Campaigns, Supply Chain Management, Omni-channel Analytics and Omni-channel Connect. ETP has successfully executed over 500 enterprise software projects across 35,000+ stores for 300+ brands. ETP's unique value proposition is its ability to create and deliver innovative products and implement them successfully with domain expertise delivered by hundreds of consultants embodying ETP's best practices. ETP helps its customers get it right in omni-channel retail.

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